

# Modernizing VoIP Service Delivery

BridgeVoice Pluto offers a Liferay-powered self-care portal to its customers

## Summary

BridgeVoice Pluto, a global leader in offering retail and wholesale Voice over Internet Protocol (VoIP) telecommunications services, is an integral part of Bankai Group and its technology holding, Panamax Inc. The group has more than 30 years of robust experience and profound expertise in the telecommunications industry. In the spirit of constant innovation, Panamax leveraged Liferay for a state-of-the-art self-care portal for wholesale and retail telecom customers and suppliers.

## In Brief

**INDUSTRY:**

Telecom/Software

**COUNTRY/REGION:**

United States

**USE CASE:**

Self-care portal

**KEY FEATURES:**

One-stop shop for wholesale and retail business, workflows, personalized dashboards, self-service capabilities, invoice and payment management



**Liferay has helped us acquire new customers and steadily increase our revenue.**

Mark Hatam, Panamax Chief Product Officer

## Challenges

- Difficulty accommodating a growing customer base
- Lack of scalability in homegrown PHP-based solutions
- Inefficient and error-prone manual processes and complex workflows

## Results



**BETTER USER EXPERIENCE**

Intuitive user interface makes it easier for customers to use the self-care portal.



**4X INCREASE IN WEBSITE TRAFFIC**

The improved user experience and self-service tools brought in more website traffic and users.



**5X INCREASE IN NEW CUSTOMER SIGN-UPS**

Customers can now onboard themselves in 10 minutes compared to hours or days with other service providers.



**7X INCREASE IN MONTHLY REVENUE**

The steady rate of new customers also means revenue growth.

## The Birth of BridgeVoice Pluto

Panamax Inc., the technology arm of Bankai Group, is a global leader in developing FinTech and telecommunication technologies for telecom operators, carriers, mobile network operators (MNOs), and mobile virtual network operators (MVNOs). Established in 2001, the company has since then worked with highly reputable clients and gained valuable insights that have helped optimize its telecom and technology turnkey solutions.

MobiFin, Panamax's suite of Mobile Financial Solutions (MFS), facilitates dynamic wallet management, mobile money, microcredit, international remittance, and bill payment for telecom operators and banks. MobiFin prides itself on being one of the most secure solutions out there, designed to resist frauds and unauthorized transactions.

Its Business Support System (BSS) products comprise of interconnect and roaming solutions, rating, prepaid, and postpaid billing, least cost routing, deal management, fraud management, and business process automation solutions.

It also provides Network Switching Subsystem (NSS) solutions through a complete product suite of Class-4 and Class-5 switching solutions, unified communications, VoBB, IP PBX, transcoding, and conference solutions.

## The Need for Bridgevoice Pluto

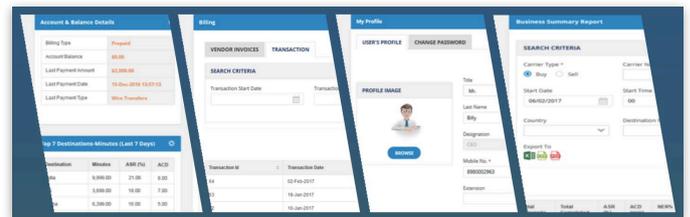
As the telecom market evolved, Panamax needed a scalable solutions to serve their growing customer base. So they combined their BSS and NSS solutions to carve out a unique industry-leading solution to offer VoIP services to its clients: BridgeVoice Pluto. Panamax wanted this solution to be able to:

- Make wholesale telecom products easily available.
- Cater to customers with lowest revenue.
- Reduce time-to-value for customers by shortening the onboarding process.
- Open up a new revenue stream via self-service.

## Modern Delivery Mechanism for a Modern Solution

A revolutionary solution like BridgeVoice Pluto has never existed before and would require more sophisticated technologies than the homegrown systems Panamax had been using. So, they decided to develop an industrial-grade web portal that could reliably cater its VoIP solution to customers as well as to internal users and administrators. After evaluating multiple solutions, Panamax zeroed in on Liferay to commission a comprehensive self-care customer platform that would be both reliable and scalable.

Panamax chose Liferay for its open source architecture which offered flexibility when it comes to partner and code management. Having used Tomcat, Apache, and Linux for other projects, Liferay fit right into the technology stack at Panamax.



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**Microservices and the modular design of the portlets have allowed us to create individual or small teams, developing in parallel with minimum interdependency amongst the groups. It has made us more efficient.**

Mark Hatam, Panamax Chief Product Officer

Liferay powers all front-end user activities, while seamlessly facilitating backend processes using APIs. With Aixtor Technologies, Panamax was able to build a one-stop shop for wholesale and retail voice businesses with:

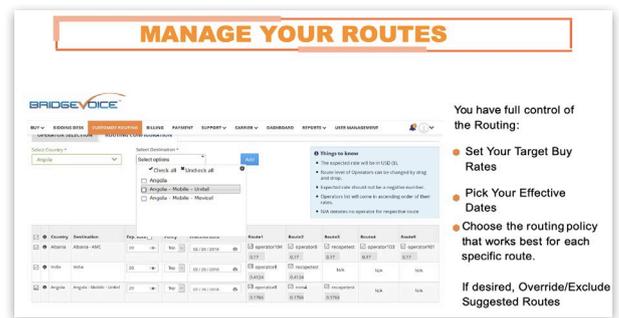
- Automated account set-up in just a few minutes for customers
- Improved and accelerated onboarding workflow with programs such as Quick Credit Check, Know Your Customer (KYC) process, Online Interconnect Agreement and interoperability testing
- User-friendly GUI offering that provides easy access to the updated product's rate sheet, dashboards, reports, invoices, CDRs, and transaction details



## No Care like Self-Care

In the four years since its inception, BridgeVoice Pluto has become the de facto hub for carriers to interconnect more efficiently with the use of automation in routing, traffic monitoring, financing, and ticket resolution. Today, BridgeVoice Pluto is the solution of choice for several reputable telecommunication companies, carriers, MVNOs, and MNOS around the globe. BridgeVoice Pluto has

been able to grow as an industry leader as a result of their redefined VoIP service delivery through the customer portal.



BridgeVoice Pluto has been able to accelerate signing up new customers as well as enhancing the revenue steadily since implementing Liferay. Within just one year, BridgeVoice Pluto has seen:

- 4x traffic increase to its website
- 5x increase in the number of monthly sign-ups
- 7x increase in its monthly revenue

Mark Hatam, the Chief Product Officer at Panamax, says, "Our vision was to bring the right innovation to the telecom industry while offering a state-of-the-art VoIP solution." According to Mark, "Our success in modernizing VoIP service delivery was just the start. We are now offering DID inbound telecom services for enterprise customers and soon will introduce A2P messaging services to our portfolio using Blockchain as well as Liferay technology." Liferay has helped Panamax bring this vision to life by offering a reliable and scalable platform that delights its customers and employees alike.

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